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I hereby certify that this correspondence is being electronically transmitted to the United States Patent and Trademark Office, Commissioner for Patents, via the EFS on the below date:

Date: January 7, 2010

Name: Ryan M. Gleitz

Signature: 

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Stromme

Appln. No.: 10/696,747

Filed: October 28, 2003

For: MOVING VIRTUAL ADVERTISING

Attorney Docket No.: 10022/569

Examiner: Chenea Smith

Art Unit: 2421

Conf. No.: 7557

AMENDMENT AND REQUEST FOR CONTINUED EXAMINATION

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed July 7, 2009 and the Advisory Action mailed December 8, 2009, Assignee requests reconsideration of the rejection in view of the following remarks and arguments.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 6 of this paper.